

CARLTON FOOTBALL CLUB'S KEY DRIVERS OF SUCCESS



WE ARE THE
NAVY BLUES
ONE CLUB. ONE TRIBE. ONE LOVE.

THE CARLTON FOOTBALL CLUB IS DEDICATED TO
UNITING OUR PEOPLE.
PROVIDING AMAZING EXPERIENCES.
WINNING.



PRESIDENT & CEO MESSAGE

IN THE AFL PLANNING IS VITAL. WHILE SOME THINGS CHANGE VERY RAPIDLY, IT REMAINS A CONSTANT THAT EQUALISATION WITHIN OUR GREAT COMPETITION DEMANDS EXCEPTIONAL PLANNING IN THE PURSUIT OF SUCCESS.

Carlton's Key Drivers of Success is our plan for the future. It's the result of club-wide collaboration involving more than 2500 members and feedback from a dedicated focus group. This plan draws on the knowledge and experience of Carlton's Board, its management team, staff, players and supporters.

Our plan is deliberately to the point and clearly sets out the major objectives that we want to achieve. However, behind each Key Driver are clearly articulated measures, targets and strategies for each area of Carlton's operations.

MARK LOGIUDICE
President, Carlton FC

It was evident from all involved in the formulation of this plan, that while Carlton people want our rich history respected, we must be focused on the future. Carlton supporters expressed an overwhelming desire to feel connected to their Club, for the Blues to be united, and for our team's on-field performance to be an absolute priority.

We have listened to our supporters and we are committed to delivering on their wishes through this plan. We will work relentlessly and passionately to achieve these Key Drivers, and with them bring sustained success to the Old Dark Navy Blues.

STEVEN TRIGG
CEO, Carlton FC



DRIVER 1

COMMITTING TO A STRONG AND UNITED CULTURE

- Unconditional collaboration across all departments, players, staff and the Board
- A team-first focus; a 'whole of club' approach
- Re-engineer our values from the ground up
- Reward and recognition for performance and achievement
- Best practice in governance, compliance and integrity
- Genuine engagement with all supporters and stakeholders

DRIVER 2

SETTING THE BENCHMARK IN TALENT AND DEVELOPMENT OF OUR PEOPLE

- Develop a Carlton-specific people and leadership program
- Increase investment in developing our people
- Build leadership, resilience and mentoring
- Upskill where required

DRIVER 3

PUTTING OUR SUPPORTERS AT THE CENTRE OF EVERYTHING WE DO

- Create a members information forum
- Create a Member Council to facilitate better communication with supporters
- Enhance our supporters' sense of pride and belonging
- Implement a formal member recognition program
- Build interstate supporter base



DRIVER 4

ELITE LIST MANAGEMENT AND FOOTBALL PROGRAMS

- Discipline in executing a list development plan and building data
- Better resource our list management area
- A closer connection with the Northern Blues
- Follow through on our core list management strategy to select and develop youth
- Implement a Carlton development and wellbeing model
- Create a player and coach driven set of values
- Focused player and coach development with an elite Academy
- Talent identification team: highly skilled with optimal reach and expanded coverage



DRIVER 5

BUILDING ATTENDANCE AND THE GAME DAY EXPERIENCE

- Build attendance averages
- Significantly increase membership
- Engage our supporters in match-day rituals which are uniquely Carlton
- Increase the presence of our cheer squad
- Increase our supporter engagement (through attendance) and member development (through relationships)
- Creative and inclusive match-day entertainment
- Genuine engagement with all supporters and stakeholders



DRIVER 6

IMMERSING THE CLUB IN MEANINGFUL AND AUTHENTIC COMMUNITY PROGRAMS

- Develop a signature, uniquely Carlton community program
- Secure community partner(s)
- Strengthen our existing community relationships
- Create ideal partnering opportunities with government and the corporate sector
- Involve staff, players, Board and coaches in our community programs
- Communicate programs with all stakeholders
- Best practice in governance, compliance and integrity
- Genuine engagement with all supporters and stakeholders

DRIVER 7

FURTHER DEVELOPING QUALITY FACILITIES FOR PLAYING PERSONNEL, ADMINISTRATION AND OUR SUPPORTERS

- Bring more supporters into our traditional home base at Princes Park
- Develop a master plan for all venues
- Focus on the development of a social facility, player amenities and interactive museum
- Elite conditioning and medical facilities



DRIVER 8

ENGAGING IN OPEN AND HONEST COMMUNICATION WITH OUR SUPPORTERS AND STAKEHOLDERS

- Where possible, our supporters and stakeholders to receive all Carlton news and announcements first
- Build the conversation on social media
- Increase our communication through traditional channels to ensure we are connecting with all supporters
- Create a trusting environment where honest feedback is encouraged



DRIVER 9

ENSURING EXCELLENT CUSTOMER SERVICE AND DELIVERY OF STRONG REVENUE STREAMS

- Grow sponsorship and advertising
- Grow digital revenue and build a digital media unit
- Increase non-traditional revenue
- Develop customer service program and metrics
- Build signature events
- Creative and inclusive match-day entertainment
- Genuine engagement with all supporters and stakeholders

DRIVER 10

PROTECTING AND PROJECTING CARLTON – RESPECTING THE PAST, BUT BEING FOCUSED ON THE FUTURE

- Deliver a club-wide marketing plan
- Within the marketing plan tell Carlton's story: a rich history to celebrate and a bright future to embrace



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